<table>
<thead>
<tr>
<th>CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface for Instructors</td>
</tr>
</tbody>
</table>

DIVISION ONE
OVERVIEW

CHAPTER 1
Launching Your Study of Communication Theory | 2 |

CHAPTER 2
Talk About Theory | 13 |

CHAPTER 3
Weighing the Words | 24 |

CHAPTER 4
Mapping the Territory (Seven Traditions in the Field of Communication Theory) | 36 |

DIVISION TWO
INTERPERSONAL COMMUNICATION

Interpersonal Messages | 51 |

CHAPTER 5
Symbolic Interactionism of George Herbert Mead | 53 |

CHAPTER 6
Coordinated Management of Meaning (CMM) of W. Barnett Pearce & Vernon Cronen | 65 |

CHAPTER 7
Expectancy Violations Theory of Judee Burgoon | 79 |

Relationship Development | 91 |

CHAPTER 8
Social Penetration Theory of Irwin Altman & Dhalms Taylor | 93 |

CHAPTER 9
Uncertainty Reduction Theory of Charles Berger | 105 |

CHAPTER 10
Social Information Processing Theory of Joseph Walther | 117 |

Relationship Maintenance | 129 |

CHAPTER 11
Relational Dialectics Theory of Leslie Baxter & Mikhail Bakhtin | 131 |

CHAPTER 12
Communication Privacy Management Theory of Sandra Petronio | 145 |

CHAPTER 13
Media Multiplexity Theory of Caroline Haythornthwaite | 158 |
Influence 169
CHAPTER 14
Social Judgment Theory
of MuzaferSherif 171
CHAPTER 15
Elaboration Likelihood Model
of Richard Petty & JohnCacioppo 182
CHAPTER 16
Cognitive Dissonance Theory
of Leon Festinger 194

DIVISION THREE
GROUP AND PUBLIC COMMUNICATION

Group Communication 208
CHAPTER 17
Functional Perspective on Group Decision Making
of Randy Hirokawa & Dennis Gouran 210
CHAPTER 18
Symbolic Convergence Theory
of Ernest Bormann 223
Organizational Communication 235
CHAPTER 19
Cultural Approach to Organizations
of Clifford Geertz & Michael Pacanowsky 237
CHAPTER 20
Communicative Constitution of Organizations
of Robert McPhee 248
CHAPTER 21
Critical Theory of Communication in Organizations
of Stanley Deetz 259
Public Rhetoric 273
CHAPTER 22
The Rhetoric of Aristotle 275
CHAPTER 23
Dramatism
of Kenneth Burke 287
CHAPTER 24
Narrative Paradigm of Walter Fisher 297
DIVISION FOUR
MASS COMMUNICATION

Media and Culture 307
CHAPTER 25
Media Ecology of Marshall McLuhan 309
CHAPTER 26
Semiotics of Roland Barthes 320
CHAPTER 27
Cultural Studies of Stuart Hall 332
Media Effects 344
CHAPTER 28
Uses and Gratifications of Elihu Katz 346
CHAPTER 29
Cultivation Theory of George Gerbner 356
CHAPTER 30
Agenda-Setting Theory of Maxwell McCombs & Donald Shaw 368
DIVISION FIVE
CULTURAL CONTEXT

Gender and Communication 382
CHAPTER 31
Genderlect Styles of Deborah Tannen 384
CHAPTER 32
Standpoint Theory of Sandra Harding & Julia Wood 396
CHAPTER 33
Muted Group Theory
of Cheris Kramarae

409

Intercultural Communication

CHAPTER 34
Communication Accommodation
Theory
of Howard Giles

423

CHAPTER 35
Face-Negotiation Theory
of Stella Ting-Toomey

436

CHAPTER 36
Co-Cultural Theory
of Mark Orbe

449

DIVISION SIX
INTEGRATION

Integration

463

CHAPTER 37
Common Threads in Comm Theories

465

Appendix A: Abstracts of Theories
Appendix B: Feature Films That Illustrate
Communication Theories
Appendix C: NCA Credo for
Ethical Communication

A-1
A-5
A-7

Endnotes
Credits and Acknowledgments
Index

E-1
C-1
I-1